

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: PUBLIC INFORMATION OFFICER

DEPARTMENT: CITY MANAGER

BASIC FUNCTION:

Under general direction, to develop, organize and manage a comprehensive information and marketing program for the City; coordinate the preparation and dissemination of information and marketing materials to the public, employees and the media regarding City activities and services, and to do related work as assigned.

DISTINGUISHING CHARACTERISTICS:

This is a single incumbent position with a wide scope of responsibilities to manage the development of a City-wide public information program to encourage positive customer contact and ensure appropriate and consistent information is available to use municipal services. Although this position will report to the City Manager's Office, it will have the responsibility to coordinate information and marketing activities throughout the City.

KEY RESPONSIBILITIES:

Plan and coordinate the City's information and marketing programs, including customer satisfaction surveys and gathering data to be used in setting customer service goals to identify and counsel public officials on public information concerns on the policies, programs and issues being reviewed.

Coordinate the preparation and dissemination of news releases regarding City events, services and regulations in conjunction with City departments, coordinate media conferences, and arrange media coverage for City special events.

Coordinate the development of City communications which include establishing a theme, working with related departments and coordinating design and layouts.

Coordinate production and distribution of a variety of information and marketing materials, such as, the Mayor's Annual State of the City video, internal and external newsletters, a newcomer packet to provide information needed by new residents and businesses, and special multi-media presentations, such as, slide show, displays, and art exhibits.

Maintain contacts with the news media to assure accuracy of City information disseminated and identify and correct reporting errors, and act as the media liaison.

Act as a professional resource to City departments to advise in the preparation of special events, such as, dedications, groundbreakings, ribbon cuttings and receptions.

Provide training and coaching to elected officials and staff in media relations, developing information materials, marketing City services and programs and making speeches and presentations.

Coordinate the production and distribution of information materials with community organizations, such as, the Convention & Visitors Bureau, the Chamber of Commerce, and other public and private entities.

Research and prepare analytical reports and assist in the preparation of speeches.

Represent the City and Council at various meetings and make presentations to groups as required.

Perform other related duties as assigned.

QUALIFICATIONS

To perform a job in this classification, an individual must be able to perform the essential duties as generally described in the specification. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties in a specific job. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

Principles and practices of managing and conducting information and marketing programs.

Principles and practices of coordinating a public information program.

Principles and techniques of journalistic writing and reporting.

Principles of organization, administration, budget and personnel administration.

Communication theory.

Media sources and resources.

Planning and preparing media releases and news conferences.

Computer systems and software utilized in a business environment.

Training and coaching techniques.

Ability to:

Plan and coordinate effective marketing, information management and public relations programs.

Communicate clearly and concisely, orally and in writing.

Establish and maintain effective relationships with those contacted in the course of work.

Exercise judgment in the release of information.

Write creatively, organize news material and determine a story slant or emphasis and gather and verify news information through interviews, observation and research.

Coordinate and manage a number of projects simultaneously using effective time management and problem solving techniques.

Work independently and follow through on assignment with minimal direction.

Operate and utilize computer systems, software, and the internet in the performance of duties.

Train and coach others in information management and marketing.

EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Equivalent to a bachelor's degree in journalism, communications, marketing, business administration, or a related field; and

Two years of progressively responsible experience in marketing and public relations, public information, or a related field.

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to sit; talk or hear, in person and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. Specific vision abilities required by this job include close vision and the ability to adjust focus to read and operate office equipment as necessary during the course of the work assignments.

While performing the duties, employees of this class are regularly required to use written and oral communication skills; read and interpret information and documents; analyze and solve problems; use and apply reasoning and abstract concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

The employee works under typical office conditions and the noise level is usually quiet. Employee is required to attend meetings and travel within and outside City limits during normal work hours and periodically in the evenings and on weekends.

This is an at-will management classification.

Management

Salary Schedule

Management Salary

Benefits

City of Carlsbad Management Benefits